



MEDIA RELEASE

NATIONAL GALLERY OF VICTORIA

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Phar-whoa! More than 336,000 visitors attend the NGV's Melbourne Winter Masterpieces® exhibition *Pharaoh*



Tuesday 15 October 2024: The National Gallery of Victoria's blockbuster Melbourne Winter Masterpieces® exhibition, *Pharaoh*, has welcomed more than 336,000 local, interstate and international visitors.

The Melbourne-only exhibition, which closed on Sunday 6 October 2024, explored three thousand years of ancient Egyptian art and culture through more than 500 objects on loan exclusively from the British Museum.

Curated especially for the NGV by the British Museum as part of the Victorian Government's Melbourne Winter Masterpieces® series, the exhibition

constituted the largest international loan exhibition the British Museum has ever presented in its more than 270-year history, as well as the largest on the subject of ancient Egypt ever seen in Australia.

Visitors experienced a dazzling array of monumental sculpture, tomb and temple architecture, jewellery, coffins and funerary objects. The objects were presented within a unique NGV-designed exhibition scenography, which took visitors on an immersive journey from morning to night through a creative use of textures, colours and lighting.

More than 22% of visitors who attended the Melbourne-exclusive exhibition were from out of state, revealing the importance of major cultural attractions to Victoria's \$39.3 billion visitor economy.

Pharaoh was accompanied by a free all-ages exhibition, *Ancient Egypt for Kids* which helped attract more than 87,000 children to the Gallery during the same period. Staged within the NGV's dedicated children's gallery, the exhibition featured a selection of works from the NGV's ancient Egyptian collection, hands-on activities, a multimedia quiz and cinematic screenings.

The exhibition also welcomed more than 12,000 students and teachers through the NGV's education programs, including schools from Tallarook, Drouin, Stawell, Rawson, Yarra Junction, Camperdown, Kyneton, Heskett, Ballarat, Wonthaggi and Portland.

Over the past 20 years, the Melbourne Winter Masterpieces series has attracted more than seven million local, interstate and international visitors to Victoria and generated an economic impact to the state of \$690 million.

Steve Dimopoulos, Minister for Tourism, Sport and Major Events, said: 'Victoria continues to secure internationally exclusive events, offering locals and visitors unparalleled opportunities to experience world-class art right here in Melbourne. Exhibitions like this also drive significant tourism to the state, filling hotels, attracting international visitors and boosting local businesses – strengthening our reputation as a premier destination for arts and culture and providing a substantial economic lift for the state.'

Colin Brooks, Minister for Creative Industries, said: 'Pharaoh was the largest exhibition on ancient Egypt ever seen in Australia and the Pharaoh experience spread beyond the gallery walls through an education program that spanned the state. These powerhouse attendance figures demonstrate why the NGV is Australia's most popular gallery and the role our creative industries play in strengthening our economy. It's these sorts of cultural offerings that cement Victoria's global reputation as an innovative, inspiring, creative state.'

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Tony Ellwood AM, Director, NGV, said: ‘Ancient Egypt has fascinated audiences for generations and we are delighted to have been able to share this important civilisation’s art and culture with so many visitors. More than 8 years in the making, this exhibition wouldn’t have been possible without the support of our presenting partner the British Museum, who have entrusted us with this globally significant collection of objects.’

Pharaoh was on display from 14 June – 6 October 2024 at NGV International on St Kilda Road, Melbourne. A collaboration between the British Museum and the National Gallery of Victoria.

The next major exhibition at NGV International will be the highly anticipated summer blockbuster, [Yayoi Kusama](#) opening on 15 December 2024.

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IMAGES: <https://www.dropbox.com/sh/tnmg1ca8l1bwwkg/AAAMOtXLv3jSjWDjWoSR19Ila?st=hd3o1t8q&dl=0>

Image caption: Visitors enjoying the 2024 Melbourne Winter Masterpieces® exhibition *Pharaoh* which was on display from 14 June – 6 October 2024 at NGV International, Melbourne. Photo: Tim Carrafa.

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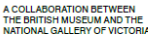












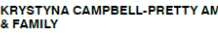




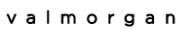


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